



U. S. SMALL BUSINESS ADMINISTRATION  
BALTIMORE DISTRICT OFFICE  
City Crescent Bldg., 6<sup>th</sup> Floor  
10 S. Howard Street  
Baltimore, MD 21201

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## 2013 Maryland Small Business Week Awards Program Nomination Guidelines

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Any individual or organization dedicated to the support of the small business community in the United States may submit nominations for Small Business Person of the Year, Champion Awards and special Small Business Week awards.

Small Business Persons of the Year, Champion Awards and special award winners will be selected at the state level. Nomination packages for each state Small Business Person award winner will be sent to the SBA Office of Advisory Councils for review. The National Small Business Person of the Year will be selected by the SBA Administrator, based on the recommendation of the SBA's Small Business Week panel of judges.

All nominations are due in the U.S. Small Business Administration's Baltimore District Office by **Fri., Dec. 7, 2012**. It is anticipated that winners will be announced on March 15, 2013. Awards will be presented at the 29<sup>th</sup> Annual Maryland Small Business Week Awards Luncheon on Friday, April 19, 2013 at Martin's West, Woodlawn, Md.

For questions or additional information, contact Rachel Howard by phone at (410) 962-6195, Ext. 330 or by email at [rachel.howard@sba.gov](mailto:rachel.howard@sba.gov).

### 2013 Award Categories

**\* Small Business Person** *\*Advances to National Competition*

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|------------------------------------|-----------------------------------|
| * Entrepreneurial Success          | * Accountant Advocate             |
| * Financial Services Champion      | * Veteran Small Business Champion |
| * Home-Based Business Champion     | * Women in Business Champion      |
| * Family-Owned Business            | * Young Entrepreneur              |
| * Minority Small Business Champion | * Attorney Advocate               |
| * Small Business Exporter          | * Insurance Advocate              |

### Eligibility and Evaluation Criteria

All nominees for Small Business Week awards must be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. The SBA size standards apply in defining a small business as small. Individuals may not be nominated for more than one award category. ***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***

# Small Business Person of the Year

## Nomination Packages

Nomination packages **must be typewritten on one side of 8 ½" x 11" white paper, and secured in a 1½" 3-ring binder.** Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.). The nomination package should be postmarked or hand delivered, not later than **Fri., Dec. 7, 2012** to: U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 10 South Howard Street, Ste. 6220, Baltimore, MD 21201. For questions, contact Rachel Howard by phone at (410) 962-6195, Ext. 330 or by email at [rachel.howard@sba.gov](mailto:rachel.howard@sba.gov).

In order to be considered for competition, the nomination package must contain each of the items listed below. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

**Nomination Packages must include, in this order:**

1. A single cover page listing:
  - the nominee's full name, title, business and home addresses with telephone and fax numbers and email address (if applicable);
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address, telephone number and email address (if applicable);
  - type of SBA assistance received (e.g. loan, SCORE counseling, SBDC assistance, etc.), if applicable
  - a one paragraph description of the nominee's business or organization
2. A completed background form (SBA Form 3300, Award Nomination Form). For "team" nominations, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo (at least 300dpi). Photocopies are not acceptable.
4. Four to five additional photos of the nominee's company and employees at work.
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page.
8. The nominee's financial statements—including balance sheets, profit-and-loss statements and financial reports for the last three years--not exceeding 12 pages, on 8 ½" x 11"
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form. For "team" nominations, a separate form is required for each team member.

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## Small Business Person of the Year

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Any individual who owns and operates or who bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team”, so long as the number of individuals in the team nomination does not exceed four. Business must qualify as “small” according to the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible. While receipt of SBA assistance is not required, it is preferred.

### **Evaluation Criteria:**

1. Staying power—a substantiated history as an established business; including:
  - Number of years in business;
  - Sustained expansion, addition of territories, growth in square footage occupied;
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years
2. Growth in the number of employees—a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years
  - Increase over the three years must be in excess of growth in Gross National Product
3. Increase in sales and/or unit volume—an indication of continued growth over the last three years
  - Consistent growth in net income as evidenced by the fiscal year annual profit-and-loss statements for a minimum of three years
4. Current and past financial performance - financial reports substantiate an improved financial position of the business
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners’ return
5. Innovativeness of product or service offered—an illustration of the creativity and imagination of the nominee.
  - Specific description of the uniqueness of product or service
  - Explanation of how product or service fits a niche not being adequately addressed by the competition
6. Response to adversity—examples of problems faced in the nominee’s business and the methods used to solve them, including:
  - Specific description of the financial, physical, legal or other crisis
  - Substantiation of the threat to the continuity of the business
  - Defined actions taken by the nominee to resolve the crisis
7. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes
  - Membership in councils, boards and clubs providing support and services to the community
8. If applicable, a description of the products exported and markets served.

## Local Champion and Advocacy Award

### Nomination Packages

#### ***Electronic Submission Now Available!***

Electronic submission will be accepted for local champion and advocacy award categories. All items listed below must be completed and included in an MS WORD or PDF document and submitted **via email to**

[rachel.howard@sba.gov](mailto:rachel.howard@sba.gov) by **Fri., Dec. 7, 2012**. An acknowledgement receipt will be sent to confirm electronic delivery. **Note:** Small Business Person of the Year nominations must be submitted in the traditional paper format.

#### **Directions for submitting your local champion or advocacy award nomination package on paper:**

Nomination packages ***must be typewritten on one side of 8 1/2" x 11" white paper, and secured in a 1 1/2" 3-ring binder.*** Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.). The nomination package should be postmarked or hand delivered, not later than **Fri., Dec. 7, 2012** to: U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 10 South Howard Street, Ste. 6220, Baltimore, MD 21201.

In order to be considered for competition, the nomination package must contain each of the items listed below. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

#### **Nomination Packages must include, in this order:**

- A. A single cover page listing: the nominee's full name, title, business and home addresses with telephone and fax numbers and email address (if applicable); the award for which the nomination is being made; the nominator's name, title, place of business, business address, telephone number and email address (if applicable); type of SBA assistance received (e.g. loan, SCORE counseling, SBDC assistance, etc.), if applicable and a one paragraph description of the nominee's business or organization
- B. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
- C. A brief biography of the nominee, not exceeding one page.
- D. A business profile, not exceeding one page.
- E. The nominee's financial statements—including balance sheets, profit-and-loss statements and financial reports for the last three years--not exceeding 12 pages, on 8 1/2" x 11" (only Young Entrepreneur, Entrepreneurial Success, Home Based Business and Exporter of the Year)
- F. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.

**NOTE:** Finalists in each category may be asked to provide additional information as requested by the panel of judges. **At minimum, each finalist will be required to complete and submit background form SBA Form 3300 (Award Nomination Form) and SBA Form 2137 (Award Nomination Consent Form.)** For "team" nominations, a separate form is required for each team member.

For questions, contact Rachel Howard by phone at (410) 962-6195, Ext. 330 or by email at [rachel.howard@sba.gov](mailto:rachel.howard@sba.gov).

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### Small Business Exporter of the Year

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Any individual who owns and operates a small business engaged in exporting may be nominated.

**Evaluation Criteria:**

- Increased sales, profits and/or growth of employment because of exporting. (The nomination package must include profit and loss statements and balance sheets for the past three years.)
- Creative overseas marketing strategies, including a description of the products exported and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.
- *\*This award is given by the MD Small Business Week Awards Program, Inc. and is not part of the National SBA Small Business Week Awards Program.*

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### Young Entrepreneur of the Year

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Any individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three year track record, and **who will not have reached the age of 30 by June 1, 2013**, may be nominated.

**Evaluation Criteria:**

- Evidence of success as measured by sales and profits. (The nomination package must include profit and loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
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### Family-Owned Small Business of the Year

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This award honors a family owned and operated business which has been passed on from one generation to another. Nominees must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

**Evaluation Criteria:**

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities for family members and non-family members for the nominee's business.
- Demonstrated potential necessary for long-term business success and economic growth.
- Voluntary efforts to strengthen family-owned businesses within the community.

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## Entrepreneurial Success of the Year

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Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the business grow.

### Evaluation Criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. SBA Assistance — documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
6. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
7. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
8. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.

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## Financial Services Champion of the Year

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Individuals who assist small businesses through advocacy efforts to increase usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

### Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy for changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Measurable accomplishments through the advocacy efforts of the financial services industry to advance small business interests.

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### **Home-Based Business Champion of the Year**

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Individuals who have experienced the rewards and difficulties of home-based businesses and have volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be current small business owners.

**Evaluation Criteria:**

- Volunteer efforts to improve the conditions for home-based businesses.
- Entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
- Demonstrated interest in home-based business as an owner or former owner.
- Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

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### **Minority Small Business Champion of the Year**

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Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

**Evaluation Criteria:**

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community, as a whole, not solely for individual personal advancement.
- Volunteer efforts to provide professional services to the minority small business community in legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

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### **Veteran Small Business Champion of the Year**

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Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

**Evaluation Criteria:**

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of and support for veteran-owned small businesses.

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## Women in Business Champion of the Year

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Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

**Evaluation Criteria:**

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Voluntary efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community, as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

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## Accountant Advocate of the Year\*

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Individuals who have contributed as accountants to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners. This award is only given at the local level.

**Evaluation Criteria:**

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of financial and regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the financial health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

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## Attorney Advocate of the Year\*

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Individuals who have contributed as lawyers to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners. This award is only given at the local level.

**Evaluation Criteria:**

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the overall health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

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## Insurance Advocate of the Year\*

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Individuals who have contributed as insurance professionals to a better economic climate for small firms may be nominated. Nominees may or may not be small business owners. This award is only given at the local level.

**Evaluation Criteria:**

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

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